

Message Text

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ACTION IO-14

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INFO AMEMBASSY BRUSSELS
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UNCLAS SECTION 01 OF 02 GENEVA 08779

USEEC

DEPARTMENT PASS COMMERCE-BEWT

E.O. 11652: N/A
TAGS: ECE, EEWT, ETRD
SUBJECT: PREPARATORY MEETING FOR FIFTH ECE MARKETING
SEMINAR

SUMMARY: AGREEMENT ON THE THEME FOR THE FIFTH SEMINAR
WAS REACHED AFTER A FULL DAY'S DISCUSSION ON JUNE 7. DIS-
AGREEMENT CENTERED AROUND WESTERN RESISTENCE TO A CON-
CERTED EASTERN PUSH FOR "INDUSTRIAL COOPERATION" THEME
AS FOCUS OF SEMINAR. PREPARATORY MEETING ACCEPTED POLISH
OFFER TO HOST SEMINAR IN WARSAW IN THE SPRING OF 1979,
AND ADOPTED A TIMETABLE FOR SUBMISSION OF DOCUMENTATION.
END SUMMARY.

1. PREPARATORY MEETING, UNDER CHAIRMANSHIP OF POLISH REP,
AGREED TO FOLLOWING GENERAL THEME: METHODS AND TECHNIQUES
OF MARKET ENTRY FOR INDUSTRIAL PRODUCTS (MACHINERY,
INSTRUMENTS, AND CHEMICALS) IN EAST-WEST TRADE; (A) IN
RESPECT OF PRE-AND-POST SALES ACTIVITIES, AND (B) IN
RESPECT OF INDUSTRIAL COOPERATION.
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2. IN DISCUSSION OF POSSIBLE THEMES, DELEGATES DREW
PRIMARILY ON SUGGESTED TOPICS PUT FORWARD BY FOURTH
SEMINAR. WESTERN DELS, SUPPORT U.S. REP'S STATEMENT,
INSISTED THAT AGENDA SHOULD BE LIMITED IN SCOPE AND CON-
TAIN TOPICS OF A PRACTICAL NATURE OF DIRECT INTEREST TO
BUSINESSMEN. WESTERN REPS EXPRESSED GENERAL PREFERENCE

FOR "ORGANIZATION OF AFTER SALES SERVICES", WHILE EAST PROPOSED "MARKETING PROBLEMS ASSOCIATED WITH INDUSTRIAL COOPERATION." ARGUING GROWING IMPORTANCE OF INDUSTRIAL COOPERATION IN EAST-WEST TRADE, EASTERN DELS WERE UNDETERRED BY WESTERN ARGUMENTS IN PRESSING FOR THIS AS UMBRELLA TOPIC. WESTERN REPS CONTENTED THAT SUCH A GENERAL THEME WOULD NOT ATTRACT WESTERN BUSINESS INTEREST AND CONSTITUTED DUPLICATION OF ONGOING ECE PROJECTS. SWEDISH SUGGESTION THAT IMPASSE MIGHT BE AVOIDED BY ORGANIZATION OF TWO SEPARATE SEMINARS, ONE ON INDUSTRIAL COOPERATION, AND ONE ON ANOTHER TOPIC, FOUND LITTLE ACCEPTANCE. DURING INFORMAL CONSULTATIONS WHICH LASTED THE BETTER PART OF JUNE 7 AFTERNOON SESSION, EAST AGREED TO INCORPORATE INDUSTRIAL COOPERATION AS SUBSIDIARY TOPIC UNDER GENERAL THEME OF "MARKET ENTRY" PROPOSED BY U.S. DELEGATION. ENUMERATION OF INDUSTRIAL SECTORS WAS INCLUDED AT FRG REQUEST. SUB-ITEM (A) WAS UNDERSTOOD TO INCLUDE "ORGANIZATION OF AFTER SALES SERVICES" AS WELL AS OTHER TOPICS OF INTEREST TO WESTERN DELEGATIONS.

3. POLISH OFFER TO HOST SEMINAR IN WARSAW WAS ACCEPTED BY PREPARATORY MEETING, AND IT WAS TENTATIVELY AGREED TO HOLD THE 3 DAY SEMINAR DURING THE SECOND HALF OF APRIL 1979.

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4. THE US, USSR, POLAND, THE UK, AND FRG OFFERED TO CONTRIBUTE PAPERS FOR FORMAL PRESENTATION. IT WAS AGREED THAT THE BACKGROUND PAPERS SHOULD BE IN THE FORM OF CASE STUDIES AND THAT TITLES AND AUTHORS BE FORWARDED TO THE ECE SECRETARIAT BY SEPTEMBER 1, 1978. FULL TEXTS AND SUMMARIES OF DOCUMENTS ARE TO BE SUBMITTED BY NOVEMBER 30, 1978.

5. PRIOR TO BEGINNING OF JUNE 7 MEETING, U.S. DELEGATION DISCUSSED WITH SCOTT OF SECRETARIAT U.S. INTEREST IN ENSURING AS WIDE AS POSSIBLE PARTICIPATION OF WESTERN BUSINESSMEN. ALSO RAISED POSSIBILITY THAT INCLUSION OF BUSINESSMEN IN OFFICIAL COUNTRY DELEGATIONS MAY NOT BE THE BEST WAY TO PERMIT AND ENCOURAGE WIDE PARTICIPATION OF BUSINESSMEN DUE TO PROBLEMS WHICH USG, AND PROBABLY OTHER WESTERN COUNTRIES, WOULD HAVE IN SELECTING AND FINANCING THEIR PARTICIPATION IF THEY CONSIDERED FULL MEMBERS OF DELEGATIONS. WE SUGGESTED THAT PREPARATORY MEETING AND SECRETARIAT MIGHT WANT TO CONSIDER OTHER STATUS FOR BUSINESSMEN SUCH AS OBSERVERS REPRESENTING THEIR FIRMS RATHER THAN COUNTRIES. ALTHOUGH A NUMBER OF DELEGATIONS SUBSEQUENTLY EMPHASIZED IMPORTANCE OF

ENCOURAGING WIDE BUSINESS COMMUNITY PARTICIPATION, IT WAS FELT THAT OBSERVER STATUS MIGHT RESTRICT FULL PARTICIPATION IN THE DISCUSSIONS. THEREFORE, PREPARATORY MEETING AGREED THAT THE SIZE AND MAKEUP OF DELEGATIONS WOULD BE LEFT TO EACH PARTICIPATING COUNTRY. HOWEVER, SECRETARIAT PLANS TO MAKE RECOMMENDATIONS ON MODALITIES FOR BUSINESS PARTICIPATION PRIOR TO NEXT SESSION OF COMMITTEE ON DEVELOPMENT OF TRADE WHICH WILL DISCUSS AND PRESUMABLY AGREE ON QUESTION OF MECHANICS.

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